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TITLE: Pharmacists as Health Educators and Risk Communicators in  
the Prevention of Prostate Cancer

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## Table of Contents

Cover.....	
SF 298.....	
Table of Contents.....	
Introduction.....	1
Body.....	1
Key Research Accomplishments.....	2
Reportable Outcomes.....	2
Conclusions.....	2
References.....	2
Appendices.....	3

**Annual Report April 1, 2002- March 31, 2004**  
**Award No: DAMD17-00-1-0082**  
**"Pharmacists as Health Educators and**  
**Risk Communicators in the Prevention of Prostate Cancer"**

## **Introduction**

The research study, "Pharmacists as Health Educators and Risk Communicators in the Prevention of Prostate Cancer" is a prostate cancer education for prevention project. The principle investigator is Cynthia Warrick, formerly at Howard University; she is now an Assistant Professor, Management & Policy Sciences, at the University of Texas Houston School of Public Health. This study proposes to define how pharmacists can play an integral role in the early detection and prevention of prostate cancer. The specific aims of this research study are: 1. To identify community pharmacists who are willing to serve as health educators and risk communicators on prostate cancer; 2. To design a program to educate and train pharmacists in risk communication and prostate cancer; and 3. To design a format whereby pharmacists are able to perform health education on prostate cancer in the community pharmacy setting. This study will be conducted in three phases: Phase I is the development, administration, and evaluation of a survey instrument that will assess pharmacists' willingness to counsel on prostate cancer, their present knowledge about prostate cancer, their interests in education programs on prostate cancer, and the feasibility of conducting public education in the community pharmacy setting. Phase II is the design, pilot testing, and evaluation of a prostate cancer education and communication program that will be used to educate pharmacists on prostate cancer and how this information should be communicated to the public through a lecture that will provide 1 hour of continuing education credit. It will be developed for viewing on a computer through a CD-ROM. Phase III is the design, testing, and evaluation of the prostate cancer educational implementation program. It involves the design of an educational interactive kiosk that will be located in a community pharmacy. The public will view the educational program while they are shopping or waiting for a prescription. The program will prompt the patient to consult the pharmacist for questions, clarification, and additional information. The pharmacist will distribute print educational materials to the public. All media products will be designed to reflect sensitivities to cultural diversity, and will be evaluated by a community workgroup. It is expected that the products of this study would be utilized in a national effort on prostate cancer prevention.

## **Body**

The Phase 1 activities were reported in the 2000-2001 annual report. Phase 2 activities beginning April 1, 2001 through October 8, 2001 were reported in the 2001-2002 annual report. The Principle Investigator changed institutions and is currently completing the remaining Phase 2 and Phase 3 activities at the new institution, University of Texas Houston School of Public Health. This final year of the project was delayed because the transfer of funding did not take place until **October 2003**. This report outlines activities that occurred during the time period, April 1, 2002 – March 31, 2004.

### **April 1, 2002 – October 31, 2003**

- Recruited new project staff at the University of Texas Health Science Center
- Contracted with new contractor, Blausen Medical Communications in Houston, Texas
- Communicated with consultants to review scope of work

**November 1, 2003 – March 31, 2004**

- Established project account with University of Texas Grants Budget Office
- Conducted meetings with Project Staff to develop schedule
- Conducted meetings with Contractor to develop schedule
- Conducted meetings with Consultants to develop schedule
- Approved workplan of Contractor
- Submitted service contract to University of Texas Grants Budget Office
- Submitted sole source justification to University of Texas Grants Budget Office
- Approved slide format for public presentation
- Approved budget for kiosk and kiosk design
- Submitted continuing review application to Committee for Protection of Human Subjects (IRB), pending approval
- Revised protocol according Memorandum for Record (70-1n); will submit with IRB approval
- Revised prostate cancer pharmacists presentation to accommodate shortened time period

**Key Research Accomplishments**

None during this period

**Conclusions**

None during this period

**References**

- This project was highlighted in the Institute of Medicine report:  
***Fulfilling the Potential of Cancer and Prevention and Early Detection (2003)***, National Academy of Science, p. 391.

**Appendices**

Blausen Medical WorkPlan  
Sole Source Justification



## Request for Consideration of Sole Source or Proprietary Purchase

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This form is designed to assist the faculty and staff in relating the information required in the processing of requisitions for sole-source/proprietary purchases in accordance with Section 2155.067 of the Government Code (Chapter 2155). Please answer the questions on this form and forward the completed form to the Purchasing department, OCB 1.160. If more space is needed, please attach additional pages.

***The completed form must be approved by the Purchasing Department for requests over \$5,000 to be granted a sole-source/proprietary designation.***

The cornerstone of governmental purchasing is the competitive bidding process. It is the use of this process that keeps the University from paying more than is necessary for goods and services. The Purchasing Department recognizes that for certain goods or services, the generation of competition for a single purchase may not be possible. In that event, the Purchasing Buyer must understand, or come to understand the unique characteristics of the request or need before a Sole Source/Proprietary designation can be applied. Answering completely the questions listed below will assist the Purchasing Buyer in determining whether or not a competitive purchase opportunity exists.

Date: 4/13/04	Contact Name: Tracey Taylor
Requisition Number: 0000034445	Contact Phone: 713-500-9615
Requestor: Tracey Taylor	

1. Explanation of need/request(General): Provide a high level description of the purpose/need for the good or service?

Blausen Medical will provide interactive educational materials for 2 separate audiences, Consumer and Professional (Pharmacist). The subject matter will be regarding the various issues of general prostate health. The consumer focus will be presented in a Kiosk and will assume a "green"(new to the subject matter) audience. The professional material will be delivered on CD-Rom and will be focused on providing the pharmacist vital information on educating the public and patients who suffer from Prostate ailments.



## Request for Consideration of Sole Source or Proprietary Purchase

2. Explanation of specific need/request: Provide a description of specific features or characteristics required with this request. The description should include which part or parts of the stated specifications restricts the request to one manufacturer/provider. *(NOTE: The explanation of need "MUST" address the critical importance of the unique feature (s) or characteristic(s) as it applies to its intended use in your operation)*

The Prostate Education programs will require complex multimedia scripting, video production and high level graphic creation. Blausen Medical has a vast library of 3d animations on the prostate and prostate cancer that are proprietary and the largest of its type in North American. Blausen will provide the required animation at a very competitive pricing structure and rapid deployment. Because we are using existing animation, the price is much cheaper than competing firms. Additionally, the competing firms will have to create or purchase this animation at an increased cost to the project and they are not local. The Blausen Medical staff is local and available to meet in person concerning the production and development of this project. They have a highly qualified staff of educated medical illustrators and medical writers for the purpose of this production.

3. Reason Why Competing Products are not Satisfactory: Provide a brief statement in reference to the identification of other sources that have been reviewed (Include the name, model number, and manufacturer of the similar but not comparable product(s) that have been investigated) and state the reason why competing product(s) are not satisfactory and will not meet the needs for its intended use in your operation.

The competing products and services companies are difficult to find due to not being able to meet the entire base medical and interactive development requirements for the project. In Houston, there are no competing companies capable of producing the work in the expected schedule or with similar experience in this type of medical based production.



4. Specific Impact on Department: Provide a statement regarding the specific impact on the Department if the goods or services were procured elsewhere.

This project was transferred from Howard University in Washington, DC, and has been delayed for over 2 years. We are currently operating under a 1 year no-cost extension to complete the project. We will not be able to get another extension and will not be able complete the project in that time period if we have to work with a vendor outside of this area. The logistics of managing a vendor that is located outside of Houston would be difficult and expensive, (travel, phone...etc). Creation of custom animation from scratch (no prior existing models) can become very expensive and time consuming. The medical knowledge required to present the information accurately is also very time consuming for a less medical oriented company, such as a company that specializes in 3d but not medical 3d.

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Purchasing Department Use Only

Buyer of Record: \_\_\_\_\_ Buyer Signature: \_\_\_\_\_  
Endorses this request for Sole Source or Proprietary Purchase.

Approving Manager Signature: \_\_\_\_\_